

Christopher T. Swinson

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CORE SKILLS

Effective Communicator
Proven Leader
Public Relations
Public Speaking
Event Planning
Crisis Communication
Press Events
Support Material
Media Designer
Coding
Digital Photography
Photo Editing & Printing

QUALITIES

Engaging
Dynamic
Strategic
Adaptable
Innovative
Listens First
Detail Attentive
Customer Centric
Technically Inclined

Objective: Public relations masters graduate with media analytics and new media skills seeking to apply these and more skill sets to a public relation specialist role.

ACADEMIC EXPERIENCE

The University of Georgia | Athens, Georgia

Henry W. Grady College of Journalism & Mass Communication

Fall 2016 to Spring 2018 | Master of Arts | Public Relations | 4.0 GPA

Certificates

Media Analytics & New Media

Extracurricular

UGA PRSSA (Graphic Design & Photography) 2016 | 2017 | 2018

Moxie Digital Strategy Workshop 2017

UGA Arch Ready Program 2017

UGA Ad Club 2017 | 2018

Kappa Tau Alpha Honor Society – Grady Chapter 2018

Phi Kappa Phi Honor Society – UGA Chapter 2018

Projects

PR: Surveying of cable, smartphone, and high-speed internet use in Oconee County (using Qualtrics and SPSS); Multiple analyses of social media discussions pertaining to the video game industry (using Twitter, Facebook, semantics, and NodeXL); An Uber user experience design study.

Client Projects: Campaign planning for UGA's local public radio station – WUGA; Media Analysis of UGA Grady's new website launch (using Google Analytics).

Design: Created, branded, and designed collateral for a mock company – Glitched Decibel; Rock Auto website redesign; Creation of a custom font-family; Applied photography theories in multiple photoshoots; Photography post-production editing.

Client Projects: Designed series of PRSSA promotional materials; Photographed multiple PRSSA events; Developed CY Town logo.

Coding: Development and implementation of personal website –

swinsonexhibition.com; Coded and designed Glitched Decibel website; Developed Destiny 2 iOS companion app; Developed DOTA 2 iOS companion app; Developed Auto updating iTunes iOS app;

Client Project: Development and promotion of Ready Freddy, an Amazon Alexa skill.

Research

The effects of in-game advertising on brand recall; The pros and cons of brand partnerships in the video game industry; Public opinion of violence in video games; Cultural differences in video game branding; The effect of corporate social responsibility on consumer motivation; The effect of luxury branding on consumer motivation;

Client Research: Moxie – predicting the future of advertising.

PROFICENCIES

AP Editing Style

Social Media

Microsoft Office Products

Adobe Products

(Photoshop, Illustrator,

Animate, After Effects

InDesign, Dreamweaver,

Bridge)

Sketch App

Digital Photography

Statistical Analytics

(SPSS & Excel)

Google Analytics (Certified)

NodeXL

Qualtrics Surveying

Website Development

(HTML, CSS, Bootstrap,

jQuery, & PHP)

WordPress

Cyberduck

iOS App Development

(Swift/Xcode, Cocoapods)

Amazon Alexa Development

(Node.JS)

Amazon AWS

GitHub

Spanish, 3rd Level (VSU)

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Valdosta State University | Valdosta, Georgia

College of Communication Arts

Fall 2010 to Spring 2015 | BFA | Public Relations | 3.5 GPA

Extracurricular

VSU Leadership Program Limited to 65 of
the 2,000 incoming Freshmen

2010 | 2011

Valdosta Second Harvest Food Bank Volunteer

2010 | 2011

Valdosta Habitat For Humanity

2010 | 2011

The National Society of Leadership

2012 | 2015

Valdosta Salvation Army Volunteer

2014

VSU PRSSA

2014 | 2015

Projects

VSU College of Communication Arts recruitment campaign; Promotion of VSU Battle of the Bands event; Promotion of a VSU networking event (Communication Career Connection); Website design for a local band; Published feature story promoting recent VSU Alumni; Photographed multiple events; Trained a local leader for crisis communication; Press coverage for a local government election; Designed promotional tools for a local business.

Research

The effects of mobile apps on consumer behavior; Trademark and copyright laws in PR; Brand recall of logos in the marketplace

REAL-WORLD EXPERIENCE

American Red Cross of South Georgia | Regional Office

2014-2015 | Internship | Valdosta, GA | Terri Jenkins, Executive Director

Oversaw a variety of tasks, not limited to, event planning, monthly newsletter publication, web design, photography, daily updates, direct oversight of social media, promotion, sponsor outreach, and collateral design. These efforts resulted in an estimated monthly savings of 60-plus professional service hours a month, or an estimated \$18,000 over the course of my internship. Sponsor outreach accounted for several thousand dollars in publicity, financial contributions, and in-kind donations to support regional efforts.

Baker's Pride | Wholesale – Retail Bakery Operation

2011-2014 | Sales, Customer Service & Production | Savannah, GA

Georgia Ports Authority | Ports of Savannah & Brunswick

2011 | Internship | Savannah, GA | Cathy Willis & Mike Bray, Division Directors

Exposed to the diverse communication roles impacting global trade, as well as operating in a multi-cultural environment. Cross-trained in three departments – purchasing, grants, and communications. Provided insight on funding projects, grant application, and internal communication. Identified \$250,000-plus in annual cost savings tied to communication equipment lost or damaged throughout container and breakbulk operations. Identified and helped secure federal grant funding approaching \$250,000 to support the GPA's 10-year strategic growth plan.

DISTINCTIONS

UGA Grady Graduate Program, UGA PRSSA Drewry Chapter Committee Spotlight, UGA New Media Institute Student Spotlight, UGA Grady Kappa Tau Alpha Honor Society, UGA Phi Kappa Phi Honor Society, Valdosta State University Leadership Program, and The National Society of Leadership